

## Cegedim Relationship Management Announces Expanded Multichannel Capabilities for Life Sciences Commercial Teams

Enhanced Integration of *Kadriqe iDetailing* with Cegedim's *Mobile Intelligence* CRM Provides Superior Technology for Remote Interactions with HCPs

**Paris, France – March 03, 2015** - [Cegedim Relationship Management](#) today announced the release of a full multichannel suite via the enhanced integration of the [Kadriqe iDetailing](#) solution for performing remote interactions, with Cegedim's Customer Relationship Management (CRM) solution, [Mobile Intelligence](#). The Mobile Intelligence-iDetailing solution addresses the increased demand within the life sciences industry for direct engagement through digital channels.

### **The Importance of Multichannel Marketing and Remote Detailing in Life Sciences Today**

One of the many recent paradigm shifts in the commercial model of life sciences companies is that Health Care Professionals (HCPs) now dictate when and how they want to be marketed to. Life sciences companies must offer a [multichannel approach](#) to marketing, which includes both digital and traditional channels, in order to meet the demands of HCPs. One of the digital channels which has become more prevalent is remote detailing, which has increased, for example, by 180% in the US, from 2013 to 2014 (per 2014 study by [Cegedim Strategic Data](#)).

The enhanced Mobile Intelligence-iDetailing integration enables life sciences companies to meet requests for remote interactions. It also addresses the trend in down-sized sales forces, which necessitates improvements in cost efficiency and productivity; the increasing reluctance of HCPs to accept face-to-face visits; and the need to streamline disparate tools for full multichannel customer engagement.

"With iDetailing being seamlessly integrated into Mobile Intelligence, life sciences companies worldwide now have a unified multichannel customer engagement solution which combines the flexibility and experience of Kadriqe with the strength and reach of Cegedim," said Olivier Cadou, Senior Vice President of Cegedim Relationship Management and Founder of Kadriqe, which was acquired by Cegedim in January 2014. "Our references are strong. This is a platform our customers trust - a technical solution with proven robustness that won't let them down during those critical minutes spent with an HCP."

Kadriqe iDetailing is used by thousands of medical representatives to perform remote eDetailing calls with their clients, by Medical Liaisons to perform remote interactions with HCPs, by Clinical Research Associates (CRAs) to recruit physicians or perform studies, and also by KOLs to run interactive web seminars. Nearly 1 million remote detailing sessions have been completed over the past 10 years, in 30 different countries, utilizing Kadriqe technology. Compliant and secure, Kadriqe iDetailing is available as a web application (SaaS mode) requiring no installation, and as a mobile app for iPad users. In addition to being embedded within Mobile Intelligence, iDetailing is also available as a standalone system, or integrated with any other CRM system.

Please visit the Cegedim Relationship Management website to learn more about the benefits of [Kadriqe iDetailing](#) and [Mobile Intelligence](#).

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*About  
Cegedim  
Relationship  
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables approximately 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: [www.cegedim.com/rm](http://www.cegedim.com/rm).

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*About  
Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs almost 8,000 people in more than 80 countries and generated revenue of €912 million in 2014. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com).

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